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Pebble Beach

MONTEREY COUNTY, CALIFORNIA

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PEBBLE BEACH

MONTEREY COUNTY
CALIFORNIA

"Soon a queen among the places
which adorn our golden coast
Shall she stand and in the glory
of her matchless climate boast."

TO tell simply the tale of a region unsurpassed in scenic, climatic and geographic advantages, as well as in romantic and historic associations;

To interest in the telling, those who have aspirations for a home for themselves and their children outside the whirl of city life;

To suggest by picture and word the home possibilities afforded in this land of perpetual spring, amid the great forest-covered hills beside the sea;

To appeal to the artistic and the practical nature, quickening the desire to become identified as an owner of part of this magnificent domain;

For this purpose the book is written.

THE story of the discovery of Monterey Bay, the founding of the Missions and establishment of the old town, the development of the resources and subsequent settlement of the Peninsula, is one of the most interesting parts of the history of California.

On the 10th of December, 1602, almost twenty years before the Pilgrim Fathers landed at Plymouth Rock, three small vessels, commanded by Don Sebastian Viscaino, rounded the Point of Pines and cast anchor in the storm-sheltered waters of the Bay of Monterey. He was probably the first white man to set foot on the soil of the Peninsula and at once took possession of the surrounding country in the name of the King of Spain.

THERE, under a spreading oak, the Holy Sacrament was partaken of and the land named "Monterey," in honor of Gaspar de Zuniga, Count of Monterey, then Viceroy of Mexico, by whom the expedition had been fitted out. Viscaino was unprepared to establish a mission, and after a stay of eighteen days he and his companions departed. For more than one hundred years the place was unvisited by any white man. On July 14, 1769, 166 years later, Don Gaspar de Portola set out overland from San Diego to rediscover Monterey. When he and his command of sixty-five persons arrived there, he failed to identify it as the spot he sought. So after erecting a great cross, he passed on to new fields, finally discovering the Bay of San Francisco.

Mission San Carlos De Barramea and Ancient Articles of Service as seen today

On May 31, 1770, the packet "San Antonio," commanded by Don Juan Perez, arrived from San Diego and anchored off Monterey. The surrounding country, at this time, was radiant with flowers, the hills covered with verdure. It agreed in every particular with the reports written by Don Viscaino in 1602, and thus Monterey was identified. Its rediscovery was celebrated by the erection of an altar, the ringing of bells, the planting and blessing of the grand cross. The royal standard was hoisted, and the first mass chanted. Then the entire company assembled and formally took possession in the name of their King, Carlos III of Spain. Thus occurred on June 3, 1770, the actual founding of Mission San Carlos de Borromeo.

Sherman Gateway

First Brick House in California

First Lumber House in California

The Old Custom House

First Theatre in California

Washington Hotel

Robert Louis Stevenson's House

Colton Hall

MONTEREY was at once selected as the capital of California and Portola appointed first governor. A year later a second Mission was founded near the mouth of the Carmel River. This Mission, "Del Rio Carmelo," was built by Father Serra in 1771. Here he died and was buried in 1784 and here the Mission still stands, a monument to his endeavors, as does his first Mission, San Carlos de Borromeo, in Monterey town.

From this time the history of the Monterey peninsula is interwoven with the history of California. It provides the background against which the marvelous development of the present stands out with startling vividness. In 1846 Commodore Sloat, arriving in the United States frigate "Savannah," landed a force of 250 men, raised the Stars and Stripes on the Custom House, and took possession for the United States. The historic building is today one of the points of interest here.

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

Pebble Beach

THE first newspaper in California, "The Californian," was published here August 15, 1846, by Walter Colton, who was appointed the first "alcalde" under the new regime. He also built Colton Hall, in which the first State Convention assembled in June, 1849.

The Monterey peninsula, comprising the northwesterly portion of Monterey County, presents to the traveler, the homeseeker and the investor one of the most fascinating regions in the world. Its general conditions are such that within its boundaries may be found full health for the delicate, renewed youth for the aged, vigorous strength for the young and a boundless wealth of material for the artistic and literary.

Monterey, from New Scenic Boulevard

Glimpses of the Rockbound Coast

On the New Roads

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

On the Seventeen-Mile Drive

BECAUSE of its splendid situation and unique conformation, the peninsula has the finest climate in the world at all times. Nature has been lavish in her gifts to this favored spot. Nestling snugly between the encircling mountains and the sea, it is protected from winter's cold and summer's heat. The mountain forests of cedar, pine, cypress and oak exhale life-giving balsams which mingle with the salt breezes, heavily laden with ozone from the sea —Nature's ever effective tonic in this land of eternal charm. Frost and snow are unknown here; flowers bloom in the open the whole year round. Such superb climate, combined with the magnificent surroundings, makes this the ideal spot for pleasure, for recuperation of health, and for permanent residence.

Views on the Seventeen Mile Drive with Type of Home Suitable for Pebble Beach

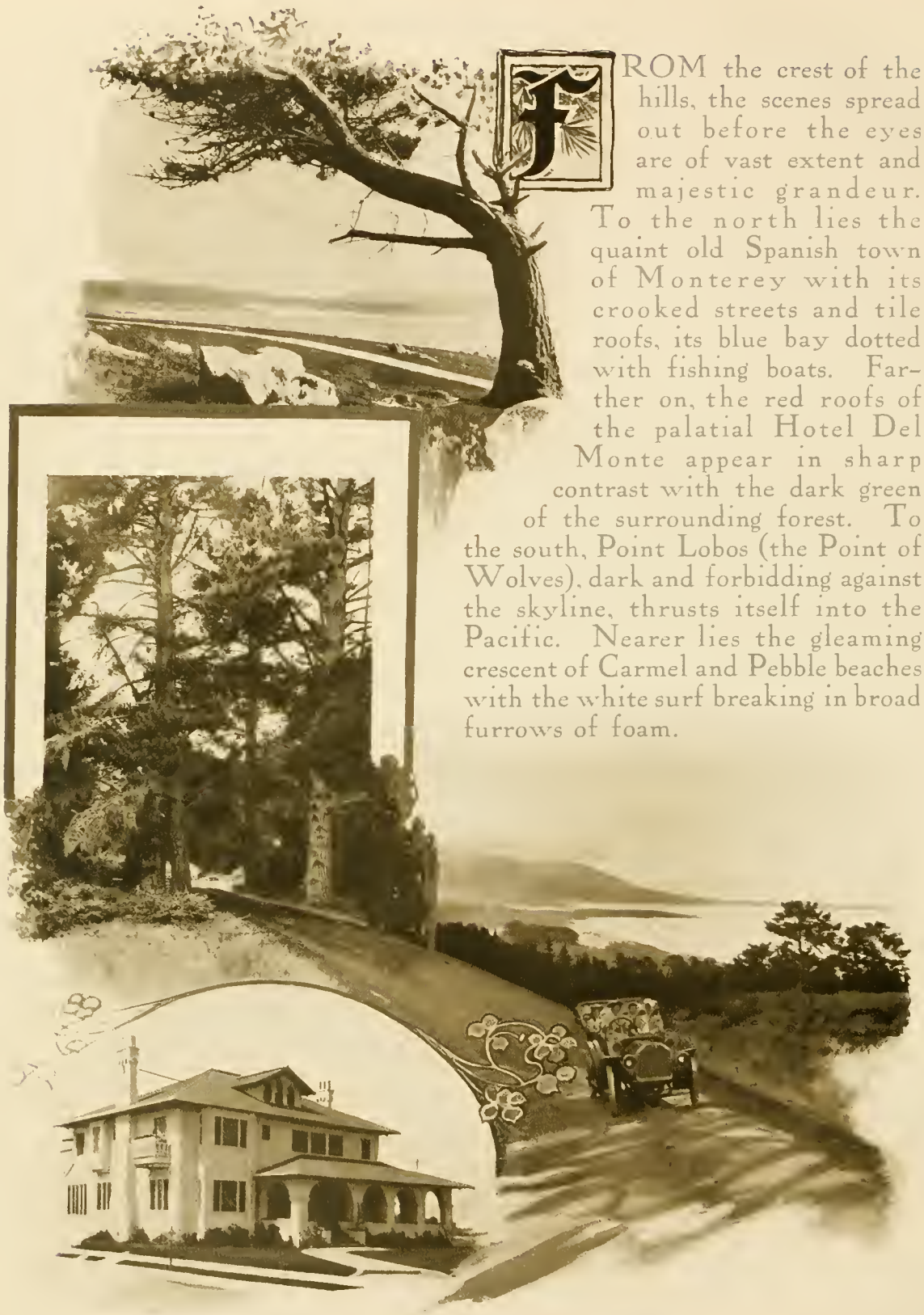
PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

WITHIN the radius of a few square miles the peninsula affords a world of diversified and picturesquely beautiful scenery. One may wander for miles along beaches of hard white sand where the surf breaks in gentle ripples—he may loiter amid the glistening sand dunes, beloved of artists from every land. Leaving these scenes of peace and quiet, a few minutes' walk will bring him among the rugged cliffs and jagged headlands where the surf lashes in fury the resounding rocks beneath his feet. He may wander in the wierd cypress groves, ancient beyond reckoning, and without counterpart outside the sacred cypress forests of Japan, or lose himself in the whispering mystery of the primeval forests which clothe the mountains to their tops.

Midway Point

The new roads wind through the fragrant pine forest

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA



FROM the crest of the hills, the scenes spread out before the eyes are of vast extent and majestic grandeur. To the north lies the quaint old Spanish town of Monterey with its crooked streets and tile roofs, its blue bay dotted with fishing boats. Farther on, the red roofs of the palatial Hotel Del Monte appear in sharp contrast with the dark green of the surrounding forest. To the south, Point Lobos (the Point of Wolves), dark and forbidding against the skyline, thrusts itself into the Pacific. Nearer lies the gleaming crescent of Carmel and Pebble beaches with the white surf breaking in broad furrows of foam.

Views on the Seventeen-Mile Drive with suggestion of house for such site

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

BELOW the hills slope gently down, pine forests giving way to oak groves, oak groves to parklike meadows, interspersed with trees, which, in turn, disappear, leaving only the grassy sward.

Beyond stretches the Bay of Monterey, one of the beauty spots of the world. At this point a great indentation, fully 70 miles in extent, is made in the coast. Here might ride in safety, the navies of the world. The gleaming sands encircle it in a broad band from Del Monte to Santa Cruz. Upon this golden strand, the deep azure of the sea breaks constantly in a strip of milky white.

Whether of sapphire depths or turquoise blue, or shimmering in the morning light as if of molten metal, or running wild with the winds, or rippling softly like great strings of pearls, this wonderful Bay of Monterey is the joy of the lover of the beautiful at all times.

Along the new Scenic Boulevards

Monterey Bay

Monterey Bay

The Murray House on the seashore

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

SUCH in brief is the Monterey peninsula. A vast empire of undeveloped possibilities. Its superb climate, impressive scenery and admirable situation exert a powerful fascination on all who come to it. To visit it once, is to want to return; to know it well, is to feel the power of its charm, the potency of its spell which, in the old days, made this, the "lotus eaters' land where it was ever afternoon."

The Seventeen-Mile Drive presents a Series of Fascinating Views

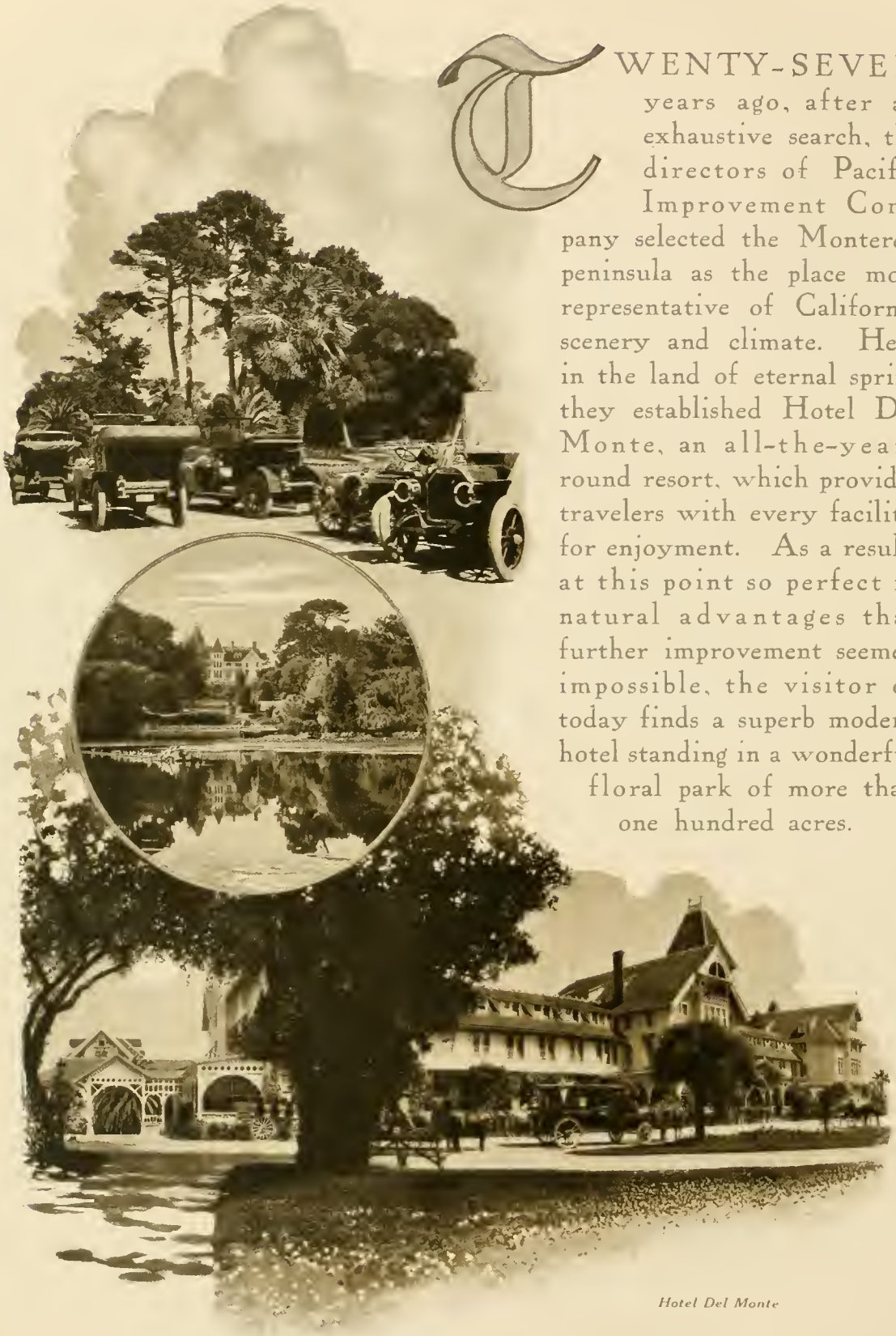
The Ostrich Tree

THESE days however, are gone. Now all is changed. Into the land the spirit of development and improvement has been infused. To the many advantages which Nature has bestowed here, there have been added many things, such as splendid roads, magnificent hotels, thriving towns and country homes, which make for the comfort and pleasure of life. These are of such a high character, that, at this time, the peninsula offers the greatest attractions in the world as a place in which to live.

Suggestion for Pebble Beach Home

The Monterey Cypress Trees

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA



TWENTY-SEVEN years ago, after an exhaustive search, the directors of Pacific Improvement Company selected the Monterey peninsula as the place most representative of California scenery and climate. Here in the land of eternal spring they established Hotel Del Monte, an all-the-year-round resort, which provides travelers with every facility for enjoyment. As a result, at this point so perfect in natural advantages that further improvement seemed impossible, the visitor of today finds a superb modern hotel standing in a wonderful floral park of more than one hundred acres.

Hotel Del Monte

FOLLOWING the building of Hotel Del Monte came the acquisition of thousands of acres of land, practically covering the whole peninsula. These lands have been made to serve as a part of the Hotel grounds by means of the superb system of roads. One of these is the Seventeen-Mile Drive, probably the most famous scenic driveway in the world. It winds for miles through the cypress groves, pine forests and along the seashore until it reaches the hill crest whence it returns to the Hotel.

"A Perpetual Public Reserve between the Drive and the Sea"

Suggestion for a Pebble Beach Home

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

WITHIN the fastnesses of this mighty domain of swelling hill-slopes, forest covered to their tops, mountain meadows, set with giant trees, and restful glades traversed by running brooks, which heretofore have been inaccessible to all save the hunter or pedestrian, lie possibilities for homes, as yet undreamed of in this State. To this end the owners have gone on improving and developing this property, building bridges, making roads and clearing the forest, until to-day, in point of climate, location, accessibility, improvement, etc., there can be found no more attractive situation for a real country place than at Pebble Beach, which has been made the center of these developments.

"Home possibilities as yet undreamed of"

THE entire frontage along the peninsula between the seventeen-mile drive and the ocean has been dedicated as a *perpetual public reserve.* This means that any future owner of property fronting the seventeen-mile drive, is assured of a continued access across the drive and to the sea. At present, this is of great worth, and with the advance of time it will become of incalculable value to all owners in this neighborhood.

Pebble Beach from the Drive

Suggestion for Pebble Beach Home

PEBBLE BEACH is eight and a half miles from Del Monte, and five miles from Pacific Grove. Here the sea curves deeply into the shore. A giant point of rocks (Pescadero Point) protects its western edge from the voracious waves, leaving the waters on its mile-long beach as placid as a pond. One half of the beach is strewn with small round pebbles of various colors. From this, Pebble Beach takes its name. The eastern half is a crescent of clean hard white sand, making a delightful bathing beach.

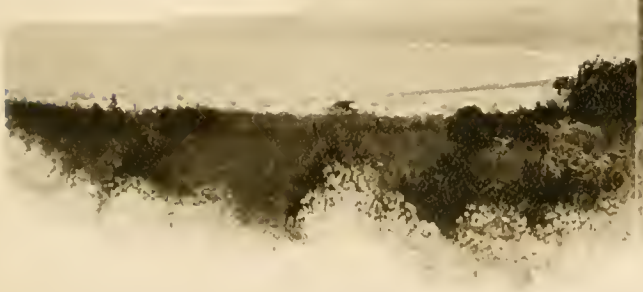
Pebble Beach, a Crescent of Gleaming Sand and Pebbles

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

FOR that great tract of land which fronts on Pescadero Bay, the name "Pebble Beach" has been chosen. It extends over the crest of the hills and into the forests beyond. At this point there is a broad plateau covered with ancient pines and oaks. This grove is more than a mile long and perhaps a mile wide. On the east and west it is protected from winds by the forest-covered shoulders of the hills, which rise behind it a hundred feet higher. In front it slopes like a grassy lawn down to the Beach, where the blue sea sings unceasingly on the sand.

Located as it is, at practically the center of the Seventeen-Mile Drive, with splendid smooth macadam roadways radiating in various directions, Pebble Beach permits active touch with the affairs of the world and the desired seclusion for one's home, as does no other place.

Pebble Beach Home Sites



Suggestion for Home on This Site and Its Superb Outlook

Along the New Scenic Boulevards

PEBBLE BEACH

"AN APPRECIATION"

The following was written by Charles Warren Stoddard shortly before his death in April, 1909. Mr. Stoddard lived for a number of years in Monterey, and knew and loved Pebble Beach:

The voice of many waters whispering to the shore; the sea winds stirring among forest boughs; the wooded hills sloping gently "between the sunset and the sea," facing a bay—one of the loveliest in the world; the mountain range beyond, and superb Point Lobos—that is Pebble Beach.

A drive that begins in the groves of Del Monte; the perfection of artistic gardening, such a wonderful contrast to so many views along the drive, where nature has run wild since the dawn of creation. It passes the quaint adobe Mission of San Carlos; threads the heart of Old Monterey with its thousand hallowed memories—Alas, that any of them should ever be forgotten!

Such a Home as This is Easily Possible at Pebble Beach

WITHIN a few moments we pass under the brow of the Presidio, which we hope may be crowned with victorious wreaths, if ever the hour comes when it is to be crowned with anything more than the iron crown which is its natural birthright.

Then New Monterey, which bears no family resemblance to the Old; and farther on, Pacific Grove.

Now for the drive through piney woods, sometimes by the shore of the sea, where the sea-lion and the pelicans do not speak as they pass by; where the bones of stranded ships lie half buried in the sand; where two or three hermit fishermen have built them shelters of driftwood, and there they live —I know not if any one ever saw them in the flesh—like so many Robinson Crusoes.

From the windows of a house built here such wonderful views would be obtained

ACROSS this barren and sometimes bleak plateau, with the sea gnawing at its vitals, one comes upon a corner of a primeval world. There stand the immemorial cypresses; some of them skin and bones; some, skeletons only; to look at them one might almost say that they were there when time began, or Gustave Doré might have designed them, for they are like the trees he drew in his illustrations to "The Wandering Jew."

The upper right hand engraving shows the Sacred Cypress of Japan, photographed in February, 1909, by Dr. Arnold Genthe of San Francisco. The others on these pages are of the Monterey Cypress. Note the close resemblance.

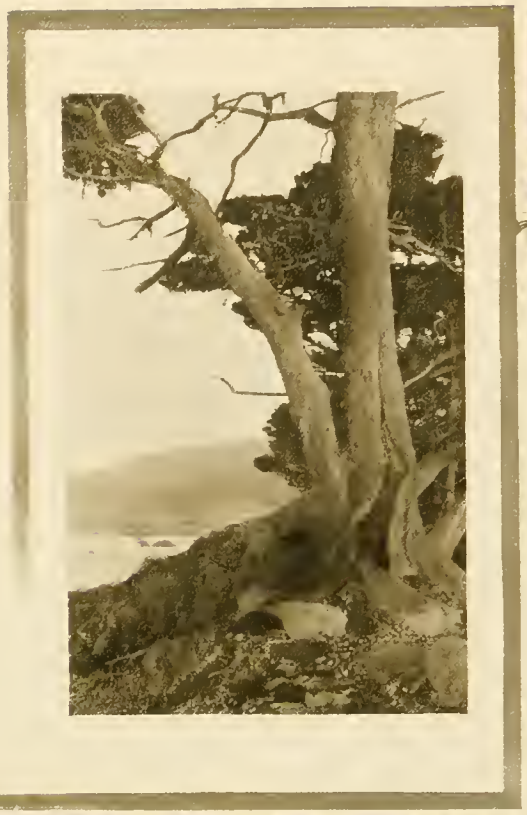
PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

FARTHER on a burst of sunshine through the trees and the sea sparkling gloriously; here we are at Pebble Beach, where with boating, bathing, fishing, the rustic lodge and villa sites scattered on every hand; with criss-cross drives over the whole peninsula — is it not enough to delight or satisfy the soul of man or woman either?

The Witch Tree on the Seventeen-Mile Drive

"Cypress trees ancient beyond reckoning

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA



AT Pebble Beach there has been designed by the owners one of the handsomest residence parks in the country. It has every natural advantage without any of the customary drawbacks. It also has those improvements which add immensely to the happiness and comfort of life without detracting from the beauties of scenery and environment with which Nature has so adorned this place.

Hotel Del Monte also plays an important part in the upbuilding of this section. Not only does it bring to it guests from every land, but it offers to those who build here the conveniences and luxuries of the finest hotels at all times. In addition to this, and closer at hand, is Pebble Beach Lodge, which is operated by the hotel for the pleasure of its guests and of Pebble Beach residents. It is, as a nucleus for the prospective residents and home builders, and to provide a place of entertainment and of social gathering, that this has been erected. The building is unique and distinctive among such houses on the Coast.

A Wonderful Noturol Park
Soon to be Filled with Homes

PEBBLE BEACH Lodge is built of huge pine logs cut from the surrounding forest. It is almost two hundred feet in length by fifty feet in width and provides a charming place in which to meet or entertain one's friends.

One of the distinctive features is the great Assembly Hall, thirty feet wide by sixty feet long, with an immense fireplace of rough stone at each end. The ladies' and men's reception and dressing rooms, the great kitchen and comfortable dining room are built adjoining the great hall. Here meals are served at all hours, specializing on all forms of sea foods, game, dairy products, etc. This is a decided convenience to the residents of Pebble Beach, for it enables them to keep their homes open the year round and enjoy the service and cuisine found in the best clubs or hotels.

West Entrance of Pebble Beach Lodge

Pebble Beach Lodge in the Forest by the Sea

The Great Hall with its Massive Fireplaces at each end

NO place can be found which has a more delightful, a more "livable" climate than Pebble Beach. It is a virile, tonic climate that invites to life in the open throughout the changing seasons. The days are warm and genial, mild without variation, while the nights are cool and pleasant.

The records of temperature show an average difference of only two degrees between January and July. The salt tang of the sea and the healthful aroma of the pines gives the air at Pebble Beach a life-giving quality not usual in such even temperatures. The rainfall in this region averages about sixteen inches per year.

View of Monterey Bay from the new Scenic Boulevards

A Charming Homesite and Suggestion for Home

IN the Valley of the Carmel River excellent hunting and fishing can be found during the seasons.

Fishing on the Carmel River

The bay in front of Pebble Beach abounds in fish of many kinds, chief among them being the game salmon, the catching of which on a light rod and tackle taxes the skill of the most experienced. On the rocks about Pebble Beach are found numerous shell-fish, sea-weed and other forms of marine life.

Mission Del Rio Carmelo, founded in 1771

Monterey Cypress Tree

FOR all these advantages of climate and location, of scenery and surroundings, delightful as they may be, are not sufficient, in themselves, to attract the home builder. Nowadays one wants a home in the forest within the sight of the sea and amid rustic scenes, if possible, but withal the conveniences of life must not be lacking. These conveniences are, means of easy transportation; abundance of pure water; improved lighting facilities; adequate sanitary systems. If to these, are added a coterie of pleasant neighbors, a comfortable gathering place with a proper equipment for outdoor sports, then that place most nearly approaches the ideal.

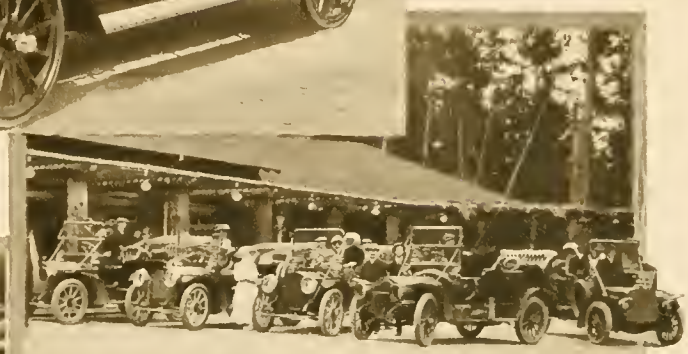
Pebble Beach Homesites and Suggestions for Pebble Beach Homes

THE many improvements which have been made at Pebble Beach provide nearly every one of these desirable features.

As a means of communication between Pebble Beach and the railway stations of the Southern Pacific Company, at Pacific Grove and Del Monte, an electric omnibus service has been established. This is a private conveyance system of the Pacific Improvement Company, and is designed to run as nearly as possible on scheduled hours for the convenience of residents at Pebble Beach.

The cars are the first examples on this coast of the new Edison electric storage batteries. They are very smart in appearance, resembling the ordinary automobile, and will carry ten or twelve passengers from Pacific Grove to Pebble Beach in less than thirty minutes.

The New Electric Automobiles in Service between Pebble Beach and Pacific Grove



Pebble Beach Lodge is a Favorite Rendezvous for Automobile Parties

Electric Automobile Service provides ample Transportation Facilities over the New Boulevards to and from Pebble Beach

Pebble Beach Reservoir

PEBBLE BEACH is blessed with an abundance of clear, sparkling water, said by experts to be the finest and purest in the State. It is taken from the upper reaches of the Carmel River, twenty miles away, whence it is brought down and stored in a 140,000,000-gallon reservoir, in the hills near the Pebble Beach. From here it is served to the homes of Pacific Grove and Del Monte. This immense reservoir and pipe line is on Pebble Beach tract, thus insuring a perpetual and plentiful supply to all who build here.

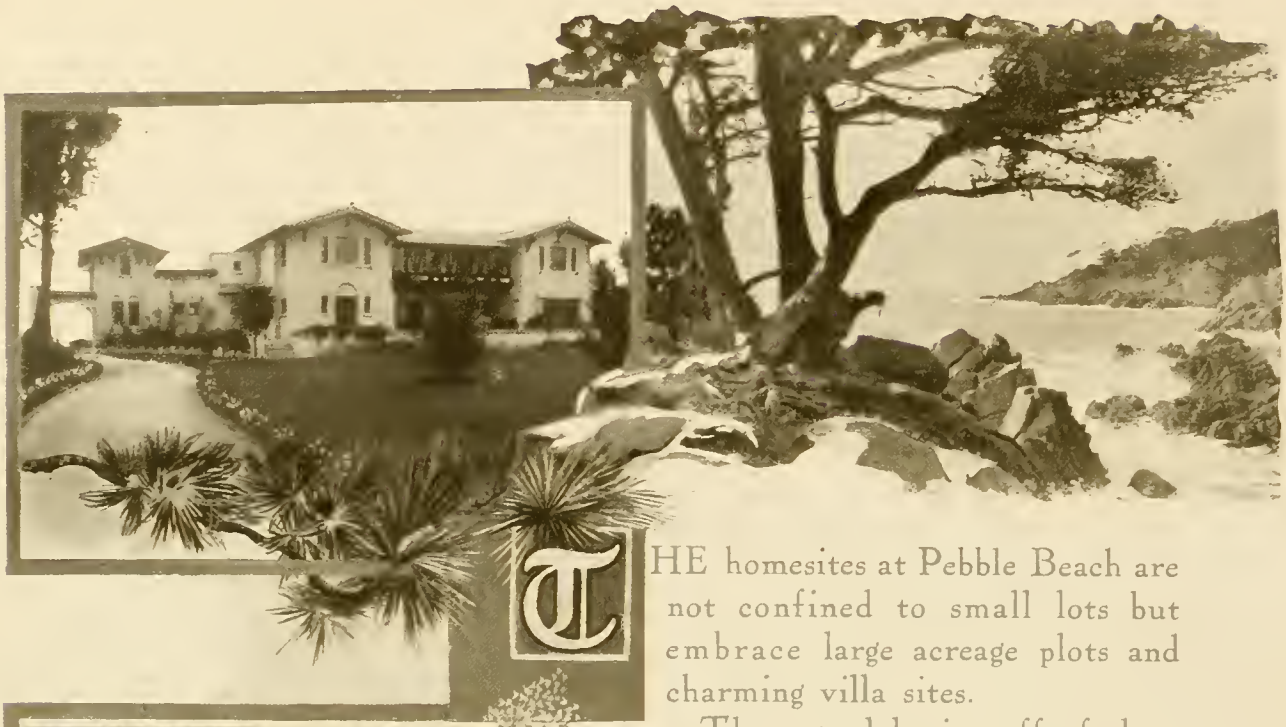
The feed wires of the Del Monte electric light plant run directly to Pebble Beach. This provides for electric lighting in all homes. Wood, coal and oil for fuel purposes are obtained at Pacific Grove at as low a cost as in San Francisco.

The new Scenic Boulevards are the finest in the West

PACIFIC Improvement Company, in addition to building the magnificent system of roads through the peninsula, at present maintains a division of forestry, which has entire charge of the great forests that cover these hills. This expert service constantly polices and patrols the entire peninsula, watches out for fires, supervises the cutting of timber and the clearing away of undergrowth.

Plans are now being perfected whereby buyers at Pebble Beach may also have the advice of expert landscape gardeners from Del Monte, in laying out and beautifying their grounds. Should two or three friends buy adjoining pieces, their grounds can be worked out in one general scheme of treatment under this advice.

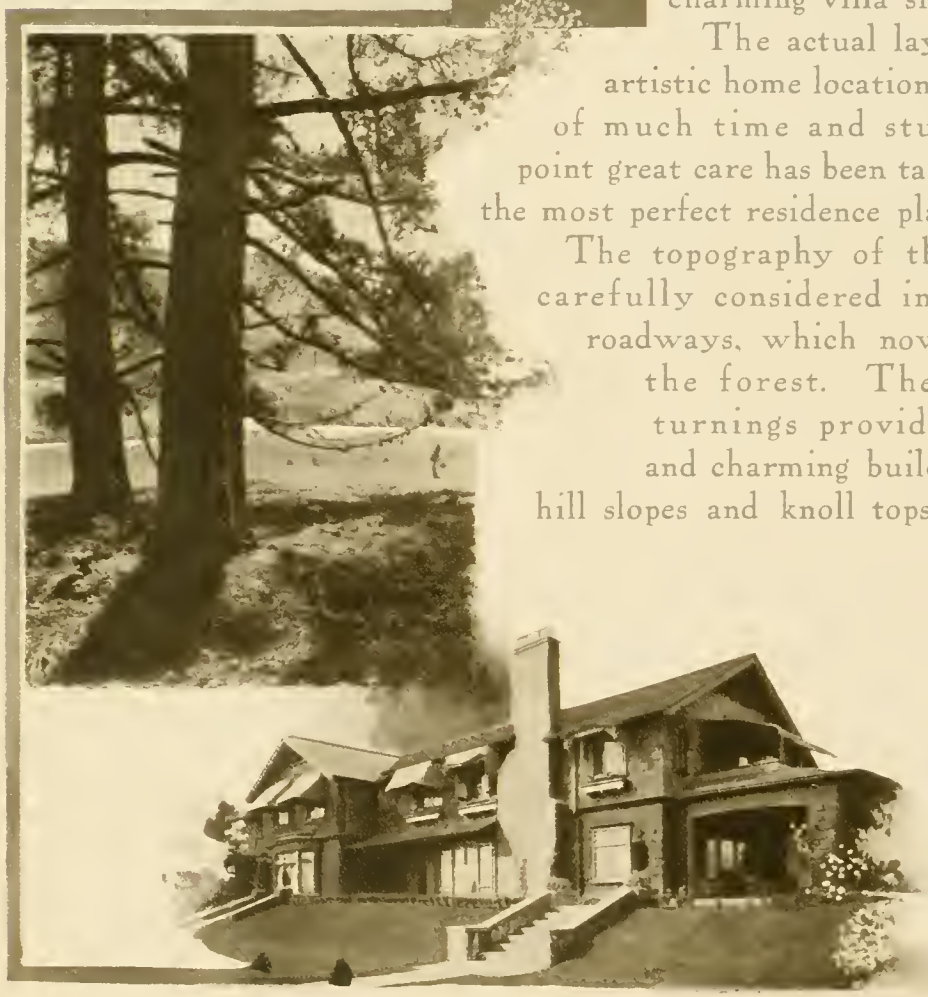
Homesites and Suggestions for Homes to be Built at Pebble Beach



THE homesites at Pebble Beach are not confined to small lots but embrace large acreage plots and charming villa sites.

The actual laying off of these artistic home locations was the subject of much time and study. At every point great care has been taken to make this the most perfect residence place.

The topography of the country was carefully considered in laying out the roadways, which now wind through the forest. Their picturesque turnings provide many unusual and charming building sites on the hill slopes and knoll tops.



Charming Situations For Country Homes Like These

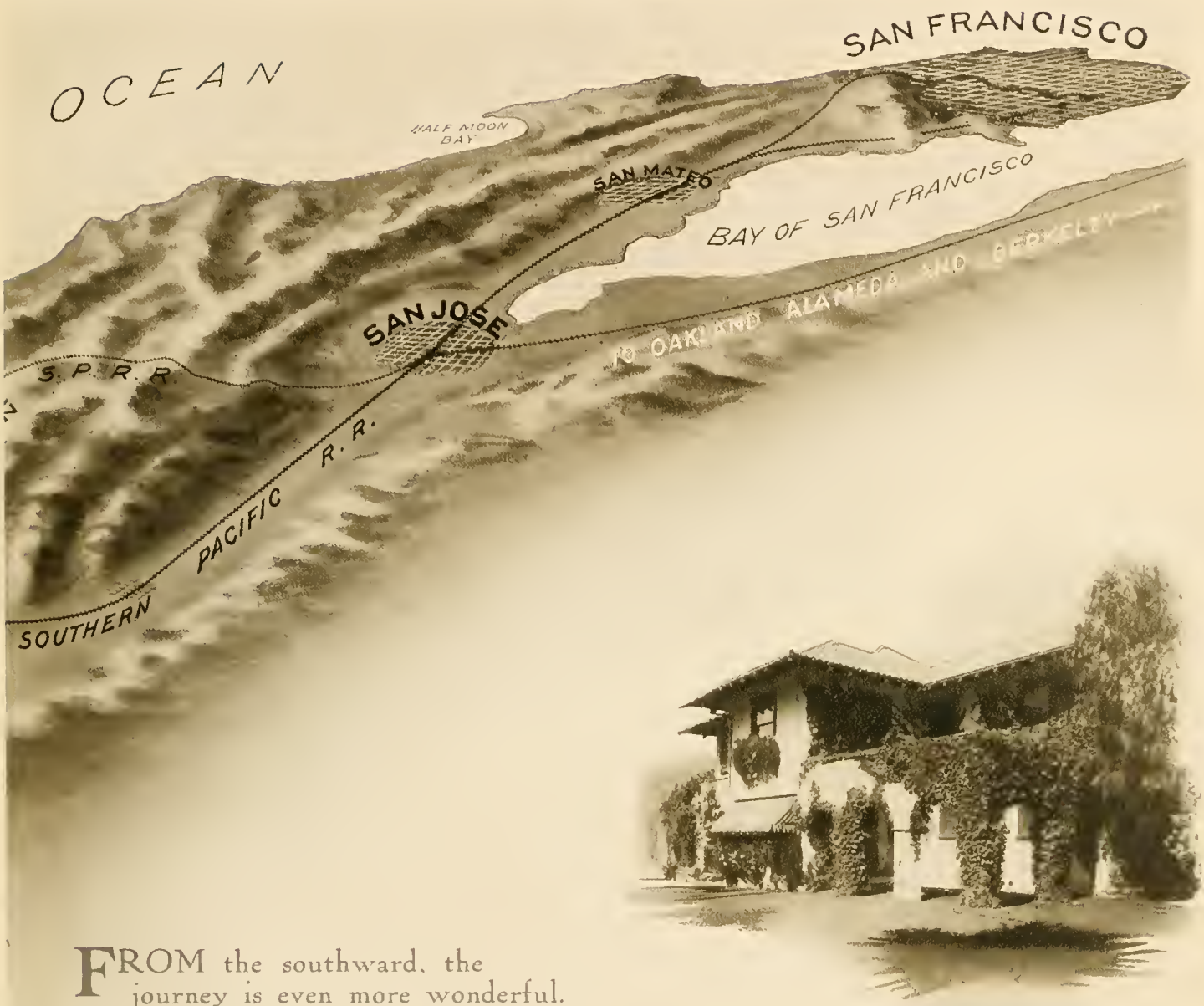
FOR the conservation of the natural beauty, to encourage each buyer to erect a handsome home and to assure a neighborhood absolutely free of any objectionable features, suitable restrictions will be imposed. These will be of a protective nature, assuring to each owner such improvements in the surroundings as will increase the value of his holdings. No liquors will be sold on these premises outside a regularly established club. No stores or business houses will be allowed. A minimum building restriction will be made. Water and electric light will be installed. Water will be delivered at the same prices as at Del Monte and Pacific Grove.

With all these natural advantages of situation, climate and environment, supplemented by the improvements already installed or under construction, the price asked for land in Pebble Beach is exceedingly modest. On the basis of $500 to $2,500 per acre this land offers absolutely choicest property to be found on this Coast. The perfect all-year-round climate, ease of communication and rapid transportation facilities, enable one to make this his permanent home, running up to the city, as business or social engagements demand.

Statue of Father Junipero Serra

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

THIS picturesque and beautiful country is reached via the Coast Line of the Southern Pacific Railroad from either north or south. The journey from San Francisco is a delightful one of about three hours. The route traverses the wonderful Santa Clara Valley, famous the world over, for its fruits and flowers, through the charming Pajaro district, rich with its apple orchards and berry fields. From Castroville, it swings to the coast, reaching Hotel Del Monte, Monterey and Pacific Grove.



FROM the southward, the journey is even more wonderful. The road winds for miles along the ocean's shore, through cañons and forests, presenting an unending panorama of superb scenery. This trip can be made entirely by daylight, and is one of the most delightful on the Coast.

These illustrations show a panoramic view of the Monterey peninsula and its geographic relation to San Francisco, Oakland and the cities of the bay. They also show the location of Hotel Del Monte, Monterey, Pacific Grove, the Presidio of Monterey and Pebble Beach. The motor roads from San Francisco follow the railroads closely and provide a delightful motor trip.

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

THE Monterey Peninsula is encircled by the world-famous scenic boulevard, the "Seventeen-Mile Drive." As shown in the engraving, this begins in the beautiful grounds of Hotel Del Monte. It passes through Monterey, with its historic memories, and Pacific Grove, widely known as the "Chautauqua of the Pacific." From here it extends through the pine forests and follows the rugged coast line past Cypress Grove and Midway Point to Pebble Beach.

PEBBLE BEACH
MONTEREY COUNTY, CALIFORNIA

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IN addition to the Drive itself, many miles of new boulevards have been built, as shown in the engraving. These radiate from Pebble Beach and Pebble Beach Lodge through the pine forests and over the hills. They are amply wide, made of hard, smooth, rolled macadam, with a maximum grade of less than three per cent. This system of scenic boulevards is the finest in the West, if not in the world, and makes the Monterey peninsula the ideal place for the motorist, the equestrian or the pedestrian.

JUL 27 1912

WRITE for further information with subdivision map, price lists, etc., addressing A. D. Shepard, General Manager, Pacific Improvement Company, Suite 401-2-3-4-5-6 Crocker Building, San Francisco, Cal.

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